Using Glamour Codes—You will need your notes from this week to complete these. Remember, Glamour Codes only apply to Alcohol and Tobacco Ads. Write your answers on a sheet of lined paper

1. A man and woman are out to a nice dinner, sitting at a table with candles and flowers, holding hands and looking at one another. Which glamour code is the best identifier for this advertisement? Why?
2. A cowboy is out on the plains with only his horse and the sun at his back. Which glamour code is the best identifier for this advertisement? Why?
3. The Budweiser "Wazzup" advertising campaign causes many people to laugh. Which glamour code is the best identifier for this advertisement? Why?
4. A business woman is walking through a restaurant carrying a drink as people are stopping her to ask for advice and help. Which glamour code is the best identifier for this advertisement? Why?
5. Two athletes are seen holding a bottle of beer. The label reads: New, Improved and More Vitamins and Minerals. Which glamour code is the best identifier for this advertisement? Why?
6. A print ad shows people skiing competitively on a slope in the Colorado Rockies. Superimposed over the advertisement is an image of a brand of cigarettes. Which glamour code is the best identifier for this advertisement? Why?
7. A group of college students are shown at a concert with a cigarette in their hands. Which glamour code is the best identifier for this advertisement? Why?
8. See Mrs. Ferris to get a real magazine ad. Tell what Glamour Codes are used in the ad and what you think of the ad.